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Distinctive Letterheads on Distinquished Papers

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TORONTO

CLASSIFICATION
Lettering

INDEX
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BY
ROLLAND PAPER COMPANY LIMITED
MONTREAL, CANADA

DISTINCTIVE LETTERHEADS ON DISTINGUISHED PAPERS

. . . THIS book has been designed and compiled to act as a constant and useful guide to the man who sells letterheads. It is the result of a careful study of all the points which will add a definite service to the selling of stationery.

The material presented has been carefully selected; the designs have been prepared to cover a wide field, and to link both letterhead and envelope together as parts of a unit. The various charts have been closely checked for accuracy and sales-assistance.

The man who knows stationery selling realizes that efficiency and economy depend on selling the paper best suited to the purpose, combined with a type of design well fitted to the character of each individual business.

Familiarization with the wealth of information the book contains, coupled with an analysis of the specific needs of the case, make it possible to sell the customer the correct sheet for his usage.

ROLLAND PAPER COMPANY, LIMITED

High Grade Paper Makers Since 1882

MONTREAL, CANADA

MILLS AT ST. JEROME, QUE. AND MONT ROLLAND, QUE.

ROLLAND PAPERS

A chart showing four of the main grades of Rolland Bond papers with some indication of their characteristics and suitability. There are other grades of Rolland Papers—some intermediate and some of lower price. Collectively Rolland Papers cover the entire range of bond utility.

ALL-RAG

ALL-RAG paper is the highest grade in the bond field. It possesses to the very highest degree longevity and good appearance. It should be used for records that have to be preserved more or less indefinitely such as contracts, deeds, letters of credit, mortgages, permits, and policies, and for letterheads which are to carry and uphold the worth and prestige of the house and the dignity of its executive.

Grade 1

SUPERFINE LINEN RECORD
ROLLAND ANTIQUE VELLUM
ROLLAND ANTIQUE LINEN
ROLLAND PARCHMENT

These four papers, while all of one grade, are of different character. Sample swatches are shown on page 43, and the sizes and weights in which they are made will be found on page 42.

RAG-CONTENT

USING the highest grade bond for all purposes would be impractical so the RAG-CONTENT semi-permanent paper has been developed at prices consistent with its uses. In longevity it will very easily outlast the period of usual requirements while its appearance quite justifies its use in routine correspondence. EARNSCLIFFE LINEN BOND fills a particularly useful role in the field of better forms, such as notes, drafts, contracts and fire insurance policies, where it is called upon to withstand considerable handling. For forms of lesser permanence COLONIAL BOND is unsurpassed.

Grade 2

EARNSCLIFFE LINEN BOND

Grade 4

COLONIAL BOND

For sizes, weights, finishes and colours in which these two grades are made, see pages 42 and 43.

SULPHITE PAPERS

THE SULPHITE SHEET may be classed as a bond paper to be used where length of life is of no importance. Its uses are distinctly of a temporary nature. The bonds of this grade have a good and substantial appearance, a surface suited to their needs and a range of colours which increase their usefulness for all inter-departmental correspondence, file copies and the more temporary office and factory forms.

Grade 5

SERVICE BOND

This widely used Utility sheet is expressly made for what its name implies—"Service." Its wide range of colours and two finishes lends itself to a multitude of uses. See pages 42 and 43 for sizes, weights, finishes and colours.

What it Costs to Send a Letter

The average cost of sending a letter, using the BEST bond paper available, is 34c. Of this the cost of paper and envelope amounts to only 1c, or less than 3%. Substituting the CHEAPEST bond, you will save only a fraction of this very small fraction of the total cost

DICTATION, 44% = *15.*

STENOGRAPHY, 32.35% = *11.*

OVERHEAD & Supplies, 11.75% = *4.*

POSTAGE, 9% = *3.*

PAPER, 1.6% = *.55*

ENVELOPE, 1.3% = *.45*

Total = *34. Cents*

IT is computed that the average Executive's time comprises 44% of the total cost of a letter, or 15c.

THE average cost of the stenographic time in taking dictation and in transcribing a letter is 32.35% of the total cost, or 11c. per letter.

OVERHEAD and Supplies as charged against a letter average 11.75% of the total cost, or 4c. per letter.

THE Postage on a letter is 9% of the total cost, based on using a 3c. stamp.

THE cost of the BEST BOND paper as charged against a letter is only 1.6% of the total cost, or .55 of a cent.

THE envelope as used for mailing a letter is 1.3% of the total cost, or .45 of a cent.

NOTE—We have purposely left out a figure on the cost of producing the letter heading and envelope as this is such a variable item depending chiefly on the method employed and the quantity ordered.

THE "R" SHIELD WATERMARK WHICH APPEARS IN ROLLAND PAPERS IS A GUARANTEE OF THE HIGHEST QUALITY PRODUCT IN ITS PRICE RANGE

▼

THE SUPERFINE RECORD CORPORATION

Executors and Trustees

ROLLAND HOUSE 40 UNIVERSAL ROAD

VICTORIA, B.C.

Mr. Business Executive,
Anywhere in the Dominion
of Canada.

Dear Sir:

The character of your business is tangibly expressed in your correspondence. You desire it to be in keeping with the reputation accorded your name-plate.

SUPERFINE LINEN RECORD is an ideal paper for your stationery requirements and comes to you highly recommended for its reliability of texture and handsome appearance.

Suitability of paper pre-supposes suitability of design and this type of letterhead, here shown, and the accompanying envelope are, we believe, in keeping with the good standing of your corporation.

In choosing letter-paper you seek the best. With certainty, then, you can choose SUPERFINE LINEN RECORD.

Yours very truly,

PRODUCERS OF GOOD STATIONERY

All-over Canada.

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https://archive.org/details/distinctivelette00roll

THE SUPERFINE RECORD CORPORATION

Executors and Trustees

ROLLAND HOUSE 40 UNIVERSAL ROAD

VICTORIA, B.C.

SUPERFINE LINEN RECORD

The highest grade paper that is made

GRADE 1 - AN ALL-RAG PAPER

An all-rag paper of the highest quality, recommended for the use of offices where permanency and fine appearance are an integral part of its stationery.

Made in White, Azure and Buff ; wove finish. Substance Nos. 26M., 32M., 40M., 48M.

A detachable sample may be secured from page 40. Other stationery sizes are shown on page 41

FOR SIZES, WEIGHTS AND COLOURS, SEE SWATCH AT THE BACK OF THIS BOOK

LITHOGRAPHED IN ONE COLOUR ON SUPERFINE LINEN RECORD; WHITE; SUBSTANCE No. 40M.

THE SUPERFINE RECORD CORPORATION

Executors and Trustees

ROLLAND HOUSE 40 UNIVERSAL ROAD

VICTORIA, B.C.

This is a regular No. 8 envelope shown in outline.

Other sizes and shapes are illustrated on page 41.

REGISTRARS OF TRADEMARKS
FOR THE LINEN INDUSTRY

SUPERFINE LINEN
RECORDING COMPANY

48 CENTRE STREET
KINGSTON, ONT.

Mr. Business Executive,
Anywhere in the Dominion
of Canada.

Dear Sir:

Your firm is noted for its permanent good service and appreciation of the importance of all details.

Your stationery, then, must be in keeping with the traditions that you have built for your concern.

Every letter bearing your signature is your representative, making a contact for you that you would, if time permitted, endeavour to make in person.

In choosing your correspondence paper you can rely with safety on the quality of SUPERFINE LINEN RECORD, a letter-paper of handsome appearance and excellent texture. We can, with assurance, recommend it, and this specially designed letterhead and illustrated envelope, for your discriminating approval.

Yours very truly,

PRODUCERS OF GOOD STATIONERY

All-over Canada.

REGISTRARS OF TRADEMARKS
FOR THE LINEN INDUSTRY

SUPERFINE LINEN RECORDING COMPANY

48 CENTRE STREET
KINGSTON, ONT.

SUPERFINE LINEN RECORD

The highest grade paper that is made

GRADE 1 - AN ALL-RAG PAPER

Its good appearance and reliable texture recommends it to firms demanding of their correspondence an assured degree of permanency.

Made in White, Azure and Buff, wove finish.

Substance Nos. 26M., 32M., 40M., and 48M.

A detachable sample may be secured from page 39

Other stationery sizes are shown on page 41

FOR SIZES, WEIGHTS AND COLOURS, SEE SWATCH AT THE BACK OF THIS BOOK

DIE-STAMPED IN TWO COLOURS ON SUPERFINE LINEN RECORD; WHITE; SUBSTANCE No. 48M.

SUPERFINE LINEN
RECORDING COMPANY

This is a regular No. 8 envelope shown in outline.
Other sizes and shapes are illustrated on page 41.

Cold Pressed Sheathing Company

ESTABLISHED 1882 INCORPORATED

FIREPROOF PARTITIONS WHEREVER NEEDED

145 SUPERFINE AVENUE
Calgary

Mr. Business Executive,
Anywhere in the Dominion
of Canada.

Dear Sir:

In choosing your stationery you demand an impressive, dependable quality. This is essential to firms of your high standing.

SUPERFINE LINEN RECORD with the COLD PRESSED FINISH is an all-rag bond paper of excellent appearance, reliable texture and of a permanency that insures safety for your most precious records.

Here, also, is illustrated a letterhead design and an accompanying envelope which we consider appropriate to your organization.

In using this high grade paper your correspondence will carry the dignity and the assurance that is characteristic of your company.

Yours very truly,

PRODUCERS OF GOOD STATIONERY

All-over Canada.

Cold Pressed Sheathing Company

ESTABLISHED 1882 INCORPORATED

FIREPROOF PARTITIONS WHEREVER NEEDED

145 SUPERFINE AVENUE

Calgary

SUPERFINE LINEN RECORD

The highest grade paper that is made

With the Cold Pressed Finish

GRADE 1 - AN ALL-RAG PAPER

A distinctive and handsome paper that is recommended to all firms where correspondence is of record importance, and must be assured dignity and permanency.

Made in White only. Substance Nos. 32M., 40M., 48M.

A detachable sample may be secured from page 38. Other stationery sizes are shown on page 41

FOR SIZES AND WEIGHTS, SEE SWATCH AT THE BACK OF THIS BOOK

LITHOGRAPHED IN TWO COLOURS ON
SUPERFINE LINEN RECORD, WITH THE COLD PRESSED FINISH; WHITE; SUBSTANCE No. 40M.

Telephone Narrow Laid 048

The Antique Linen Shoppe

422 White Boulevard
London, Ont.

Mr. Business Executive,
Anywhere in the Dominion
of Canada.

Dear Sir:

You realize the importance of your letters; it is necessary that they be in keeping with your high business standards.

A good letter means good paper, appropriate design, and a well-written, correctly-worded message.

We submit this letterhead to you as a suitable vehicle for your correspondence. The quality of paper, the style of design and the illustrated envelope assure a worthy reception for your communications.

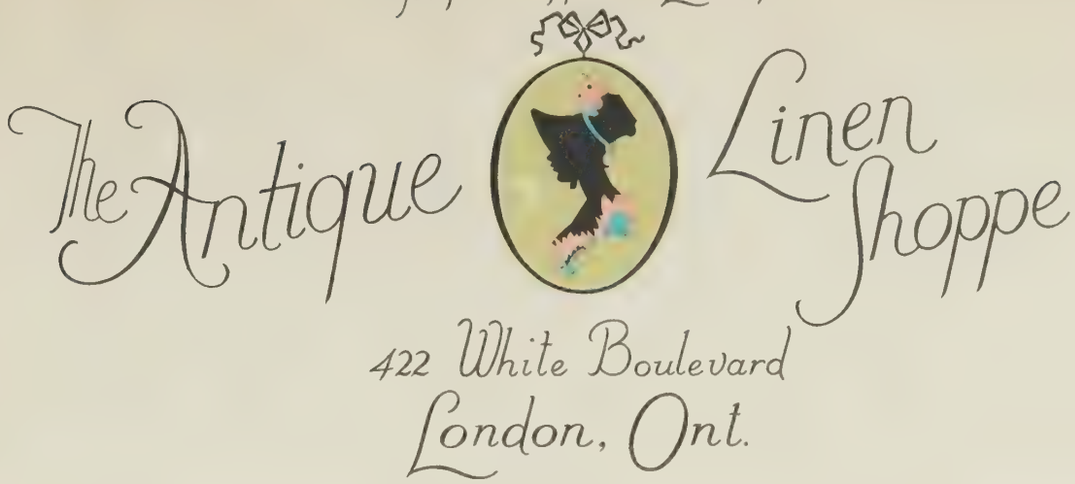
ROLLAND ANTIQUE LINEN has been employed for both letterhead and envelope. We deem it a fit ambassador for your good firm.

Yours very truly,

PRODUCERS OF GOOD STATIONERY

All-over Canada.

Telephone Narrow Laid 048



ROLLAND ANTIQUE LINEN

With Narrow Laid Lines

GRADE 1 - AN ALL-RAG PAPER

An all-rag paper, with laid lines, suitable for personal letterheads and for concerns where the patronage of discriminating customers is solicited and appreciated.

Made with *narrow* laid lines, in White only. Substance Nos. 40M. and 48M.

A detachable sample may be secured from page 37 Other stationery sizes are shown on page 41

FOR SIZES AND WEIGHTS, SEE SWATCH AT THE BACK OF THIS BOOK

LITHOGRAPHED IN FOUR COLOURS ON
ROLLAND ANTIQUE LINEN; NARROW-LAID; WHITE; SUBSTANCE No. 48M.

This is a regular No. 8 envelope shown in outline.
Other sizes and shapes are illustrated on page 41.

TELEPHONE: BROAD LAID 48

ROLLAND ANTIQUE LINEN & COMPANY

FINANCIAL AGENTS

GOVERNMENT AND MUNICIPAL DEBENTURES

123 AZURE STREET
MONTREAL

Mr. Business Executive,
Anywhere in the Dominion
of Canada.

Dear Sir:

Your correspondence is your representative. It goes into any office where you choose to send it. You recognize the importance of good stationery, appropriate design, and suitable wording.

ROLLAND ANTIQUE LINEN is a letter-paper that is extremely well suited to financial institutions and other houses of established reputation.

Besides its attractive appearance ROLLAND ANTIQUE LINEN is durable and reliable and may be depended upon for permanency.

In choosing this fine paper you do credit to your own sense of value and to the high standards of your organization.

Yours very truly,

PRODUCERS OF GOOD STATIONERY

All-over Canada.

TELEPHONE: BROAD LAID 48

ROLLAND ANTIQUE LINEN & COMPANY

FINANCIAL AGENTS

GOVERNMENT AND MUNICIPAL DEBENTURES

123 AZURE STREET
MONTREAL

Mr. Business Executive,
Anywhere in the Dominion
of Canada.

Dear Sir:

Your correspondence is your representative. It goes into any office where you choose to send it. You recognize the importance of good stationery, appropriate design, and suitable wording.

ROLLAND ANTIQUE LINEN is a letter-paper that is extremely well suited to financial institutions and other houses of established reputation.

Besides its attractive appearance ROLLAND ANTIQUE LINEN is durable and reliable and may be depended upon for permanency.

In choosing this fine paper you do credit to your own sense of value and to the high standards of your organization.

Yours very truly,

PRODUCERS OF GOOD STATIONERY

All-over Canada.

TELEPHONE: BROAD LAID 48

ROLLAND ANTIQUE LINEN & COMPANY

FINANCIAL AGENTS

GOVERNMENT AND MUNICIPAL DEBENTURES

123 AZURE STREET
MONTREAL

ROLLAND ANTIQUE LINEN

With Broad Laid Lines

GRADE 1 - AN ALL-RAG PAPER

Here is a laid paper that recommends itself at once to leading financial and commercial houses and all concerns where suitable stationery is a part of their business creed.

Made in Azure and White. Substance Nos. 40M. and 48M.

A detachable sample may be secured from page 36 Other stationery sizes are shown on page 41

FOR SIZES, WEIGHTS AND COLOURS, SEE SWATCH AT THE BACK OF THIS BOOK

DIE-STAMPED IN TWO COLOURS ON
ROLLAND ANTIQUE LINEN; BROAD LAID; AZURE; SUBSTANCE No. 48M.

TELEPHONE WHITE 48

ANTIQUE LINEN CORPORATION

117 BROAD LAID STREET

TORONTO, ONT.

OFFICE OF THE PRESIDENT

Mr. Business Executive,
Anywhere in the Dominion
of Canada.

Dear Sir:

Impressive stationery secures an impressed audience. Your official correspondence must bear the authority that is back of your words.

For firms of your standing we advise ROLLAND ANTIQUE LINEN for your letter paper and envelope, and we suggest this style of presentation as eminently suited to your official needs.

Not only is ROLLAND ANTIQUE LINEN a handsome paper, but it carries the additional qualities of durability and reliability, and will be a lasting tribute to the good judgment of your choice.

We believe that you will find this paper all that is demanded of stationery in an organization of your high character.

Yours very truly,

PRODUCERS OF GOOD STATIONERY

All-over Canada.

TELEPHONE WHITE 48

ANTIQUE LINEN CORPORATION

117 BROAD LAID STREET

TORONTO, ONT.

OFFICE OF THE PRESIDENT

ROLLAND ANTIQUE LINEN

With Broad Laid Lines

GRADE 1 - AN ALL-RAG PAPER

A handsome, dependable laid paper that is typical of financial institutions where the best standards are observed.

Made in White and Azure.

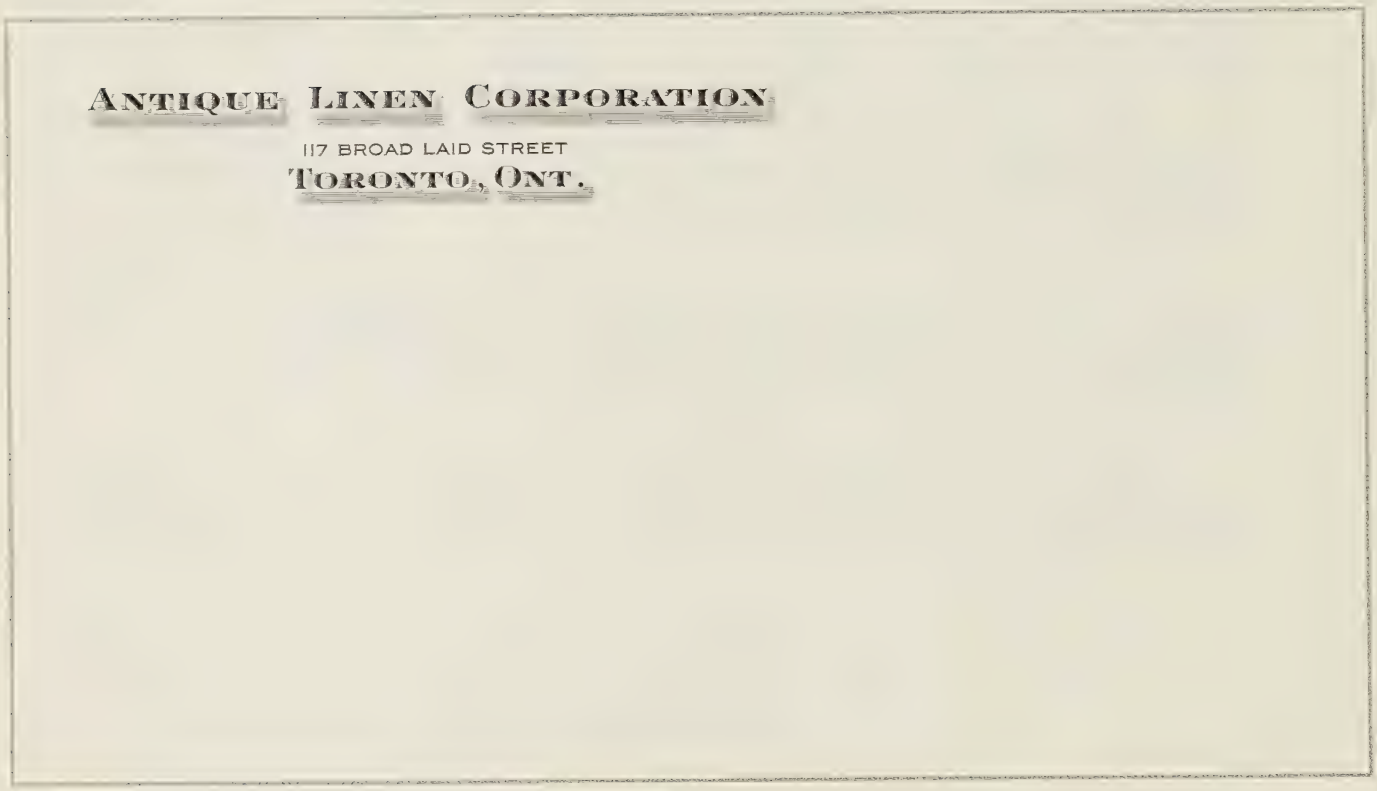
Substance Nos. 40M. and 48M.

A detachable sample may be secured from page 35

Other stationery sizes are shown on page 41

FOR SIZES, WEIGHTS AND COLOURS, SEE SWATCH AT THE BACK OF THIS BOOK

DIE-STAMPED IN ONE COLOUR ON
ROLLAND ANTIQUE LINEN; BROAD LAID; WHITE; SUBSTANCE No. 48M.



This is a regular No. 8 envelope shown in outline.
Other sizes and shapes are illustrated on page 41.

Antique Vellum Company
LIMITED
AT THE SIGN OF
THE "R" SHIELD
48 ST JEROME STREET
QUEBEC. P.Q.

Mr. Business Executive,
Anywhere in the Dominion
of Canada.

Dear Sir:

Being producers and distributors of a product that is recognized throughout the Dominion for its excellence, it is good judgment on your part to insist that your stationery be in keeping with the high standards of your concern.

ROLLAND ANTIQUE VELLUM is a paper of exceptional beauty and reliability and we take pleasure in suggesting it for your correspondence.

The letterhead, and illustrated envelope, have been created for just such a firm as yours and we can, with assurance, recommend to your distinguished favour ROLLAND ANTIQUE VELLUM for your stationery needs.

Yours very truly,

PRODUCERS OF GOOD STATIONERY

All-over Canada.

Antique Vellum Company

LIMITED

AT THE SIGN OF
THE "R" SHIELD

48 ST JEROME STREET
QUEBEC, P.Q.

ROLLAND ANTIQUE VELLUM

GRADE 1 - AN ALL-RAG PAPER

A handsome, all-rag paper recommended for the correspondence of firms wishing to create and maintain a favourable impression.

Made in White only. Substance Nos. 40M. and 48M.

A detachable sample may be secured from page 34 Other stationery sizes are shown on page 41

FOR SIZES AND WEIGHTS, SEE SWATCH AT THE BACK OF THIS BOOK

PRINTED IN TWO COLOURS ON ROLLAND ANTIQUE VELLUM; SUBSTANCE No. 48M.

This is a regular No. 8 envelope shown in outline.
Other sizes and shapes are illustrated on page 41.

ROLLAND PARCHMENT & CO.
NOTARIES
R. H. ROLLAND A. M. PARCHMENT

100 COURT SQUARE
OTTAWA, ONT.

Mr. Business Executive,
Anywhere in the Dominion
of Canada.

Dear Sir:

Your correspondence is important and you wisely choose paper that is in keeping with the dignity of your message.

ROLLAND PARCHMENT has long been the choice of men of affairs not only for official use, but also for semi-private correspondence of personal value.

We recommend this paper, and the suggested letterhead and envelope design, and feel that the whole presentation typifies your high standing in the professional world.

In using ROLLAND PARCHMENT you insure a cordial reception for your correspondence.

Yours very truly,

PRODUCERS OF GOOD STATIONERY

All-over Canada.

ROLLAND PARCHMENT & CO.
NOTARIES

R. H. ROLLAND A. M. PARCHMENT

100 COURT SQUARE
OTTAWA; ONT.

Rolland Parchment is also made with a Deckle to appear at top and bottom of a regulation letterhead

ROLLAND PARCHMENT

GRADE 1 - AN ALL-RAG PAPER

A very handsome, dull-finished paper, especially recommended for official usage and for semi-private correspondence of an important character.

Made in White only. Substance Nos. 40M., 48M. and 64M.

A detachable sample may be secured from page 33 Other stationery sizes are shown on page 41

FOR SIZES AND WEIGHTS, SEE SWATCH AT THE BACK OF THIS BOOK

PRINTED IN ONE COLOUR ON ROLLAND PARCHMENT; WHITE; SUBSTANCE No. 48M

ROLLAND PARCHMENT & CO.
100 COURT SQUARE
OTTAWA - ONT.

This is a regular No. 8 envelope shown in outline.
Other sizes and shapes are illustrated on page 41.

Mr. Business Executive,
Anywhere in the Dominion
of Canada.

Dear Sir:

EARNSCLIFFE LINEN BOND is an efficient and impressive letter paper that will appeal to your good judgment and sense of fitness. The design of this letterhead and envelope contribute to the suitability of this presentation.

Dependability of texture and colour is another feature of this paper, and it rounds out the splendid value in fine stationery here offered to efficient concerns.

We believe this type of letter-paper to be particularly well suited to your needs, and can assure you of its utmost reliability and dependability.

Yours very truly,

PRODUCERS OF GOOD STATIONERY

All-over Canada.

EARNSCLIFFE LINEN BOND

GRADE 2 - A RAG-CONTENT PAPER

An efficient and impressive letter paper that will appeal to the concern which demands good value in stationery, and a presentation that is in keeping with recognized standards of good taste.

Made in White and 8 Colours ; wove finish. White in Substance Nos. 26M., 32M., 40M. and 48M.

A detachable sample may be secured from page 32 Other stationery sizes are shown on page 41

FOR SIZES, WEIGHTS AND COLOURS, SEE SWATCH AT THE BACK OF THIS BOOK

PRINTED IN TWO COLOURS FROM LINE PLATES ON
EARNSCLIFFE LINEN BOND; WHITE; SUBSTANCE No. 40M.

EARNSCLIFFE
LETTER FILES
LIMITED
St. Catharines, Ont

This is a regular No. 8 envelope shown in outline.
Other sizes and shapes are illustrated on page 41.

EARNSCLIFFE COLOUR COMPANY
DYE AND COLOUR MANUFACTURERS
112 LINEN BOND STREET
REGINA, SASK.

Mr. Business Executive,
Anywhere in the Dominion
of Canada.

Dear Sir:

Your product is noted throughout the Dominion for its high quality and serviceability. It is fitting, then, that your stationery should testify to the reputation of your firm.

EARNSCLIFFE LINEN BOND is a paper that we highly recommend for your usage, and this letterhead design, specially prepared for you, further suits itself to your purpose. The use of colour, in your stationery, attracts desirable attention, and conveys the character of your product.

Besides the attention-compelling presentation of your stationery you can rely on its durability. In using this paper, letterhead and envelope, you will provide, we feel, new interest for your product.

Yours very truly,

PRODUCERS OF GOOD STATIONERY

All-over Canada.

EARNSCLIFFE COLOUR COMPANY

DYE AND COLOUR MANUFACTURERS

112 LINEN BOND STREET

REGINA, SASK.

EARNSCLIFFE LINEN BOND

GRADE 2 - A RAG-CONTENT PAPER

A highly recommended paper for commercial and industrial concerns where interest is secured by a suitable, reliable paper.

Made in White and 8 Colours ; wove finish. White in Substance Nos. 26M., 32M., 42M. and 48M.

A detachable sample may be secured from page 31 Other stationery sizes are shown on page 41

FOR SIZES, WEIGHTS AND COLOURS, SEE SWATCH AT THE BACK OF THIS BOOK

PRINTED IN THREE COLOURS ON EARNSCLIFFE LINEN BOND; WHITE; SUBSTANCE No. 48M.

This is a regular No. 8 envelope shown in outline.
Other sizes and shapes are illustrated on page 41.

EARNSCLIFFE COLD PRESSED

LIMITED

SAFES, VAULTS AND SAFETY DEPOSIT BOXES

141 DRUMMOND STREET

SAINT JOHN, N.B.

Mr. Business Executive,
Anywhere in the Dominion
of Canada.

Dear Sir:

The stationery you employ contributes in no small way to your success. It is your spokesman. It has entry into all offices. You wish, then, to exercise discretion in your choice of letterhead.

EARNSCLIFFE LINEN BOND with the COLD PRESSED FINISH is a paper of recognized worth, taking its place among all good letter papers where durability and dependability are essential.

In choosing this paper and the suggested design for letterhead and envelope, you are assured of the suitability of the presentation which is in keeping with the standards of your organization.

Yours very truly,

PRODUCERS OF GOOD STATIONERY

All-over Canada.

EARNSCLIFFE COLD PRESSED

LIMITED

SAFES, VAULTS AND SAFETY DEPOSIT BOXES

141 DRUMMOND STREET

SAINT JOHN, N.B.

EARNSCLIFFE LINEN BOND

With the Cold Pressed Finish

GRADE 2 - A RAG-CONTENT PAPER

The appearance of this paper at once attracts favourable attention and contributes notably to the high standards your firm seeks to maintain.

Made in White only. Substance No. 40M. only.

A detachable sample may be secured from page 30 Other stationery sizes are shown on page 41

FOR SIZES AND WEIGHTS, SEE SWATCH AT THE BACK OF THIS BOOK

PRINTED IN TWO COLOURS FROM LINE PLATE AND TYPE ON WHITE EARNSCLIFFE LINEN BOND, WITH THE COLD PRESSED FINISH; SUBSTANCE No. 40M.

EARNSCLIFFE COLD PRESSED
LIMITED
141 DRUMMOND STREET
SAINT JOHN, N.B.

This is a regular No. 8 envelope shown in outline.
Other sizes and shapes are illustrated on page 41.

FOUNDED 1882

Earnscliffe Bond Guarantee Company

SURETY AND FIDELITY BONDS

1284 YELLOWSTONE STREET
WINDSOR, ONT.

Mr. Business Executive,
Anywhere in the Dominion
of Canada.

Dear Sir:

Your correspondence is a vital part of your business. You should insist that it be in keeping with the high standards you seek to maintain.

It behooves you, then, to secure the right impression by presenting a well-typed letter, on good paper, suitably designed.

EARNSCLIFFE LINEN BOND has achieved a meritorious standing with insurance and other large corporations where a coloured stock of quality is required as a distinguishing feature, and for your usage we can, with assurance, recommend this reliable paper, as well as the design of the letterhead and envelope illustrated.

You are assured that your written word will receive the attention due it, and will be a testimonial to the high regard accorded your company.

Yours very truly,

PRODUCERS OF GOOD STATIONERY

All-over Canada.

FOUNDED 1882

Earnscliffe Bond Guarantee Company

SURETY AND FIDELITY BONDS

1284 YELLOWSTONE STREET

WINDSOR, ONT.

EARNSCLIFFE LINEN BOND

GRADE 2 - A RAG-CONTENT PAPER

A paper of recognized superiority recommended for its permanency and appearance and well suited to corporations that use stationery in large quantities.

Made in White and 8 Colours ; wove finish. White in Substance Nos. 26M., 32M., 40M. and 48M.

A detachable sample may be secured from page 29 Other stationery sizes are shown on page 41

FOR SIZES, WEIGHTS AND COLOURS, SEE SWATCH AT THE BACK OF

LITHOGRAPHED IN ONE COLOUR ON EARNSCLIFFE LINEN BOND; RUSSET; SUBSTANCE No. 40M.

Earnscliffe Bond
Guarantee Company
SURETY AND FIDELITY BONDS
1284 YELLOWSTONE STREET
WINDSOR, ONT.

TRUSS No. 1 specification on and the other truss joint shapes are illustrated on page 41.

EARNSCLIFFE
LINEN SALES CORPORATION

DISTRIBUTORS OF
EARNSCLIFFE BRAND

FINE UNDERWEAR
COLLARS & SHIRTS

40 BOND STREET
WINNIPEG, MAN.

Mr. Business Executive,
Anywhere in the Dominion
of Canada.

Dear Sir:

Choosing correct stationery is an important part of your contribution to your firm's success. You realize it must be in keeping with the character of your organization.

We sincerely recommend EARNSCLIFFE LINEN BOND with the LINEN FINISH as a suitable medium for your correspondence.

It is of good appearance, sturdy and reliable, and will create a definite impression by its appropriateness to your special business.

The design of this letterhead and envelope has been created with the idea in mind of producing a correspondence medium that will harmonize with the atmosphere of your business.

Yours very truly,

PRODUCERS OF GOOD STATIONERY

All-over Canada.

EARNSCLIFFE
LINEN SALES CORPORATION

DISTRIBUTORS OF
EARNSCLIFFE BRAND

FINE UNDERWEAR
COLLARS & SHIRTS

40 BOND STREET
WINNIPEG, MAN.

EARNSCLIFFE LINEN BOND

With the Linen Finish

GRADE 2 - A RAG-CONTENT PAPER

Presented herewith is a bond paper, linen-finished, that has all the dependability and good appearance that any organization demands of its stationery.

Made in White and Azure.

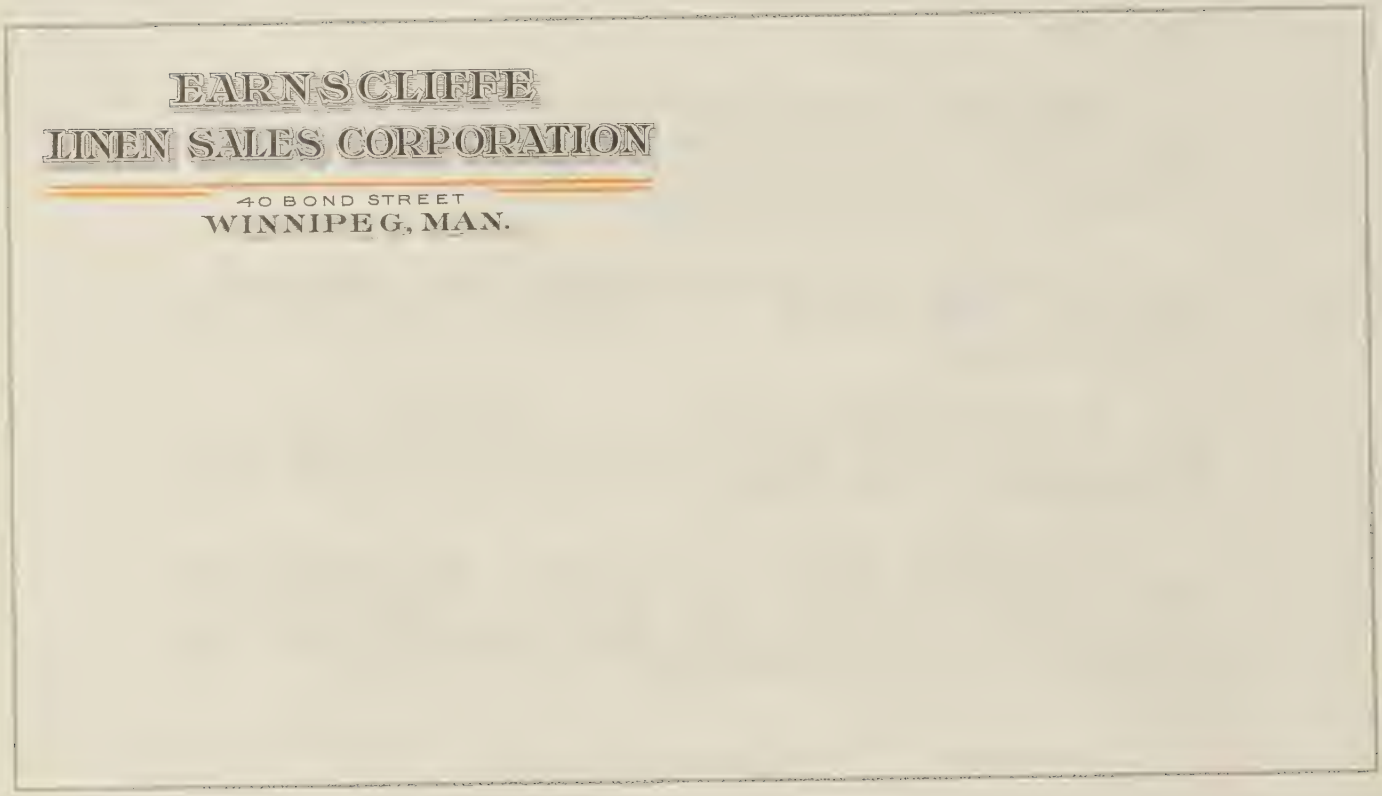
Substance No. 40M. only.

A detachable sample may be secured from page 28

Other stationery sizes are shown on page 41

FOR SIZES, WEIGHTS AND AZURE SAMPLE, SEE SWATCH AT THE BACK OF THIS BOOK

LITHOGRAPHED IN TWO COLOURS ON
EARNSCLIFFE LINEN BOND; LINEN FINISH; WHITE; SUBSTANCE No. [illegible]



This is a regular No. 8 envelope shown in outline.
Other sizes and shapes are illustrated on page 41.

Ye Olde Colonial Furniture Company

COLONIAL HOUSE
18 BOND STREET
Hamilton, Ont.

Mr. Business Executive,
Anywhere in the Dominion
of Canada.

Dear Sir:

In presenting, herewith, COLONIAL BOND, as a suggestion for your stationery requirements, we feel that it is admirably suited to your needs and is in keeping with the high standards characteristic of your organization.

Good-looking, reliable and of a proven durability, COLONIAL BOND shows to good advantage in this letterhead and envelope, specially created for your needs.

Stationery plays an important part in the success of your firm, and we feel that this letter paper can be heartily recommended to you on account of its sterling qualities and its established satisfactory performance.

Yours very truly,

PRODUCERS OF GOOD STATIONERY

All-over Canada.

Ye Olde Colonial Furniture Company

COLONIAL HOUSE
18 BOND STREET
Hamilton, Ont.

COLONIAL BOND

GRADE 4 - A RAG-CONTENT PAPER

A good-looking, substantial bond paper of a texture and quality that will definitely fill your stationery needs, with satisfaction.

Made in White and 5 Colours. White in Substance Nos. 32M., 40M. and 48M.

A detachable sample may be secured from page 27 Other stationery sizes are shown on page 13

FOR SIZES, WEIGHTS AND COLOURS, SEE [illegible]

PRINTED IN THREE COLOURS ON COLONIAL BOND; WHITE; SUBSTANCE No. 40M.

Ye Olde Colonial Furniture Company

COLONIAL HOUSE
18 BOND STREET
Hamilton, Ont.

COLONIAL COLOUR PRINTING CO.

TELEPHONE ROLLAND 0123

1861 CONFEDERATION STREET

ADVERTISING & MERCHANDISING SERVICE

HALIFAX, N.S.

Mr. Business Executive,
Anywhere in the Dominion
of Canada.

Dear Sir:

The success of your firm has been based on sound judgment and unexcelled service. These qualities enter into all your decisions, including your choice of stationery.

COLONIAL BOND is a letter paper which we can, with assurance, recommend to your stationery needs. It is good-looking, reliable and in every way representative of your concern.

In keeping with the paper is the letterhead design here shown, and the illustrated envelope, fit completion to the presentation.

COLONIAL BOND is a paper of good character, strong and sturdy, and without a peer in its price range.

Yours very truly,

PRODUCERS OF GOOD STATIONERY

All-over Canada.

COLONIAL COLOUR PRINTING CO.

TELEPHONE ROLLAND 0123

ADVERTISING & MERCHANDISING SERVICE

1861 CONFEDERATION STREET

HALIFAX, N.S.

COLONIAL BOND

GRADE 4 - A RAG-CONTENT PAPER

This bond paper has been chosen for its vitality and attractiveness and is the characteristic choice of firms desiring to suit their stationery needs to their business.

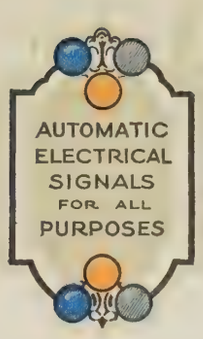
Made in White and 5 Colours. White in Substance Nos. 32M., 40M. and 48M.

A detachable sample may be secured from page 26 Other stationery sizes are shown on page 41

FOR SIZES, WEIGHTS AND COLOURS, SEE SWATCH AT THE BACK OF THIS BOOK

LITHOGRAPHED IN THREE COLOURS ON COLONIAL BOND; BUFF; SUBSTANCE No. 40M.

This is a regular No. 8 envelope shown in outline.
Other sizes and shapes are illustrated on page 41.



Signal Service Systems Limited

40 EFFICIENCY ROAD
EDMONTON, ALTA.

Mr. Business Executive,
Anywhere in the Dominion
of Canada.

Dear Sir:

Choosing suitable stationery is not a matter of chance, rather it is a matter of sound appreciation of your firm's needs.

SERVICE BOND is a dependable, durable, good-looking utility paper, in constant use in large concerns where commercial letter paper and inter-departmental correspondence are important parts of the office routine.

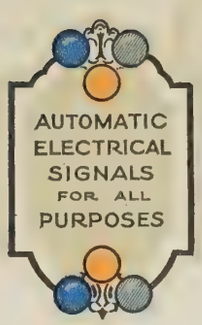
The six colours in which SERVICE BOND comes, as well as white, permits it to be used in many departments where colours are used for signal purposes.

It is a worth-while sheet and lives up to all that its name implies.

Yours very truly,

PRODUCERS OF GOOD STATIONERY

All-over Canada.



Signal Service Systems Limited

40 EFFICIENCY ROAD
EDMONTON, ALTA.

SERVICE BOND

GRADE 5 - A SULPHITE PAPER

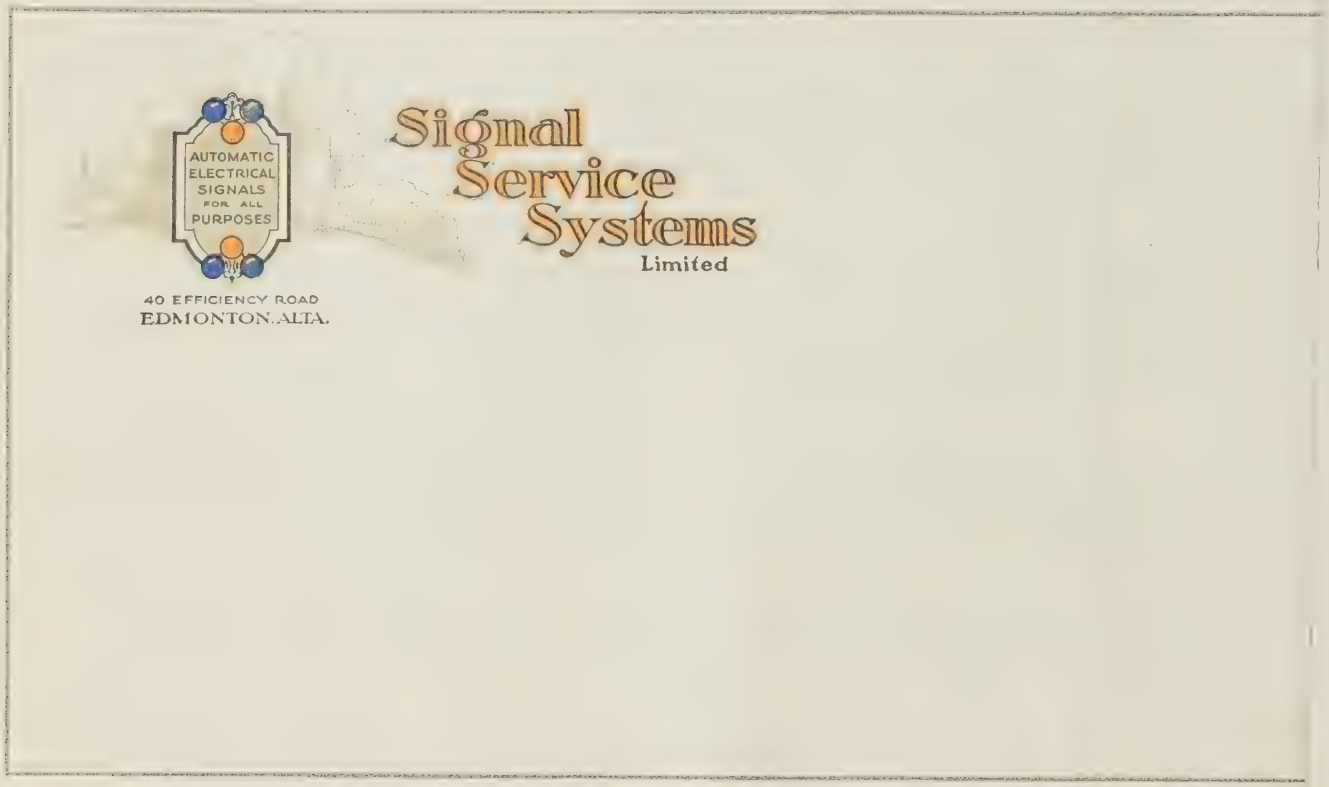
For quality and economy we can recommend SERVICE BOND to firms seeking a general utility paper that is durable and good-looking.

Made in White and 6 Colours; wove and ripple finishes. White in Sub. Nos. 26M., 32M., 40M. and 48M.

A detachable sample may be secured from page 25 Other stationery sizes are shown on page 41

FOR SIZES, WEIGHTS AND COLOURS, SEE SWATCH AT THE BACK OF THIS BOOK

PRINTED IN FOUR COLOURS ON SERVICE BOND; WHITE; SUBSTANCE No. 48M.



This is a regular No. 8 envelope shown in outline.
Other sizes and shapes are illustrated on page 41.

SERVICE BOND WAREHOUSING CO.

LIMITED

Manufacturers Terminal Facilities

70 TIDEWATER STREET

MONTREAL

Mr. Business Executive,
Anywhere in the Dominion
of Canada.

Dear Sir:

In presenting SERVICE BOND to your attention, we are offering a letter paper that is useful and reliable and of a type well suited to general utility purposes.

This paper is noted for its definite good service, dependability and attractive pricing, and is recommended for filing and inter-departmental correspondence.

This type of letterhead design, and the introduction of two colours, has been specially created for you and is, we believe, in keeping with your stationery needs. The envelope completes the fitness of the presentation.

Yours very truly,

PRODUCERS OF GOOD STATIONERY

All-over Canada.

SERVICE BOND WAREHOUSING CO.

LIMITED

Manufacturers Terminal Facilities

70 TIDEWATER STREET

MONTREAL

SERVICE BOND

GRADE 5 - A SULPHITE PAPER

An outstanding value in Rolland papers, good-looking and durable and of a quality that may be used for practically all stationery needs.

Made in White and 6 Colours; wove and ripple finishes. White in Sub. Nos. 26M., 32M., 40M. and 48M.

A detachable sample may be secured from page 24 Other stationery sizes are shown on page 41

FOR SIZES, WEIGHTS AND COLOURS, SEE SWATCH AT THE BACK OF THIS BOOK

PRINTED IN TWO COLOURS ON SERVICE BOND; GREEN; SUBSTANCE No. 40M.

SERVICE BOND WAREHOUSING CO.
LIMITED
Manufacturers Terminal Facilities
70 TIDEWATER STREET
MONTREAL

This is a regular No. 8 envelope shown in outline.
Other sizes and shapes are illustrated on page 41.

The Service Laid Company

Incorporated

GENERAL MERCHANTS
AGENTS AND IMPORTERS

117 WESTOVER STREET
Vancouver, B.C.

Mr. Business Executive,
Anywhere in the Dominion
of Canada.

Dear Sir:

Here is a stationery presentation that will appeal to you on account of its good appearance and sound value.

SERVICE LAID is noted for its reliability and the dignity imparted by laid markings. This letterhead and envelope, specially designed for your organization, is in keeping with your well-known characteristics of good judgment.

In choosing SERVICE LAID you are introducing a nicely balanced sense of proportion into your correspondence which will be appreciated by the recipient.

We take pleasure in recommending SERVICE LAID for general office stationery.

Yours very truly,

PRODUCERS OF GOOD STATIONERY

All-over Canada.

The Service Laid Company

Incorporated

GENERAL MERCHANTS
AGENTS AND IMPORTERS

117 WESTOVER STREET
Vancouver, B.C.

SERVICE LAID

GRADE 5 - A SULPHITE PAPER

For quality and economy we can safely recommend SERVICE LAID to firms seeking a general utility paper of attractive appearance.

Made in White only. Substance Nos. 40M. and 48M.

A detachable sample may be secured from page 23 Other stationery sizes are shown on page 41

FOR SIZES AND WEIGHTS, SEE SWATCH AT THE BACK OF THIS BOOK

PRINTED IN ONE COLOUR ON SERVICE LAID; WHITE; SUBSTANCE No. 40M.

The Service Laid Company
Incorporated

GENERAL MERCHANTS
AGENTS AND IMPORTERS

117 WESTOVER STREET
Vancouver, B.C.

This is a regular No. 8 envelope shown in outline.
Other sizes and shapes are illustrated on page 41.

SERVICE LAID
MADE IN CANADA

White; Substance No. 40M.

SERVICE LAID
MADE IN CANADA

White; Substance No. 40M.

SERVICE LAID
MADE IN CANADA

White; Substance No. 40M.

SERVICE
MADE IN CANADA
BOND

Green; Substance No. 40M.

SERVICE
MADE IN CANADA
BOND

Green; Substance No. 40M.

SERVICE
MADE IN CANADA
BOND

Green; Substance No. 40M.

SERVICE
MADE IN CANADA
BOND

White; Substance No. 48M.

SERVICE
MADE IN CANADA
BOND

White; Substance No. 48M.

SERVICE
MADE IN CANADA
BOND

White; Substance No. 48M.

Colonial Bond
Buff; Substance No. 40M.

Colonial Bond
Buff; Substance No. 40M.

Colonial Bond
Buff; Substance No. 40M.

Colonial Bond

White; Substance No. 40M.

Colonial Bond

White; Substance No. 40M.

Colonial Bond

White; Substance No. 40M.

Earnscliffe
Linen Bond

Linen Finish;
White; Substance No. 40M.

Earnscliffe
Linen Bond

Linen Finish;
White; Substance No. 40M.

Earnscliffe
Linen Bond

Linen Finish;
White; Substance No. 40M.

Earnscliffe
Linen Bond

Russet; Substance No. 40M.

Earnscliffe
Linen Bond

Russet; Substance No. 40M.

Earnscliffe
Linen Bond

Russet; Substance No. 40M.

Earnscliffe
Linen Bond

Cold Pressed Finish;
White; Substance No. 40M.

Earnscliffe
Linen Bond

Cold Pressed Finish;
White; Substance No. 40M.

Earnscliffe
Linen Bond

Cold Pressed Finish;
White; Substance No. 40M.

Earnscliffe
Linen Bond
White; Substance No. 48M.

Earnscliffe
Linen Bond
White; Substance No. 48M.

Earnscliffe
Linen Bond
White; Substance No. 48M.

Earnscliffe
Linen Bond
White; Substance No. 40M.

Earnscliffe
Linen Bond
White; Substance No. 40M.

Earnscliffe
Linen Bond
White; Substance No. 40M.

Rolland Parchment
MADE IN CANADA
White; Substance No. 48M.

Rolland Parchment
MADE IN CANADA
White; Substance No. 48M.

Rolland Parchment
MADE IN CANADA
White; Substance No. 48M.

ROLLAND
ANTIQUE VELLUM
Substance No. 48M.

ROLLAND
ANTIQUE VELLUM
Substance No. 48M.

ROLLAND
ANTIQUE VELLUM
Substance No. 48M.

ROLLAND
ANTIQUE LINEN

Broad Laid;
White; Substance No. 48M.

ROLLAND
ANTIQUE LINEN

Broad Laid;
White; Substance No. 48M.

ROLLAND
ANTIQUE LINEN

Broad Laid;
White; Substance No. 48M.

ROLLAND
ANTIQUE LINEN

Broad Laid;

Azure; Substance No. 48M.

ROLLAND
ANTIQUE LINEN

Broad Laid;

Azure; Substance No. 48M.

ROLLAND
ANTIQUE LINEN

Broad Laid;

Azure; Substance No. 48M.

ROLLAND
ANTIQUE LINEN

Narrow Laid;
White; Substance No. 48M.

ROLLAND
ANTIQUE LINEN

Narrow Laid;
White; Substance No. 48M.

ROLLAND
ANTIQUE LINEN

Narrow Laid;
White; Substance No. 48M.

SUPERFINE
LINEN RECORD
Cold Pressed Finish;
White; Substance No. 40M.

SUPERFINE
LINEN RECORD
Cold Pressed Finish;
White; Substance No. 40M.

SUPERFINE
LINEN RECORD
Cold Pressed Finish;
White; Substance No. 40M.

SUPERFINE
LINEN RECORD
White; Substance No. 48M.

SUPERFINE
LINEN RECORD
White; Substance No. 48M.

SUPERFINE
LINEN RECORD
White; Substance No. 48M.

SUPERFINE
LINEN RECORD
White; Substance No. 40M.

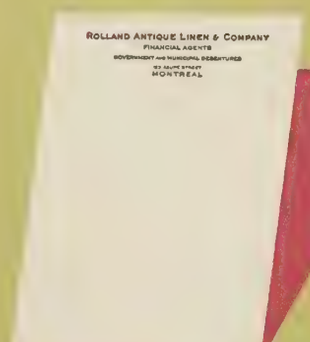
SUPERFINE
LINEN RECORD
White; Substance No. 40M.

SUPERFINE
LINEN RECORD
White; Substance No. 40M.

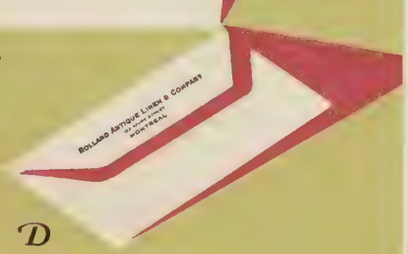
Business Correspondence Sizes

A

B



C



D

A Full Size Letterhead, $8\frac{3}{8}$ x $10\frac{7}{8}$.

B Envelope to match, $6\frac{1}{2}$ x $3\frac{5}{8}$.

C 2-fold Letterhead, $7\frac{1}{4}$ x $10\frac{1}{2}$.

D Envelope to match, $7\frac{1}{2}$ x 4.

E $\frac{3}{4}$ Size Letterhead, $8\frac{3}{8}$ x $7\frac{1}{4}$.

F Envelope to match, $6\frac{1}{4}$ x $3\frac{5}{8}$.

G Memo Size Letterhead $5\frac{3}{8}$ x $8\frac{3}{8}$.

H Envelope to match, $6\frac{1}{2}$ x $3\frac{5}{8}$.

•

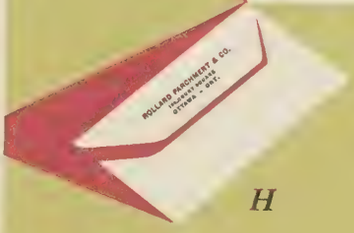
These sizes will cut from standard size sheets of Bond Papers

•

E

F

G



H

A Handy Reference Table of Weights, Sizes, Finishes and Colours of Rolland Papers Shown in this Book

SUPERFINE LINEN RECORD

White Wove

Size	26 (M)	32 (M)	40 (M)	48 (M)
17 x 28	—	41	51	61
17 x 22	26	32	40	48
22 x 34	—	64	80	96
19 x 24	—	39	49	59

Azure Wove

17 x 28	—	41	51	61
17 x 22	26	32	40	48
22 x 34	—	64	80	96

Buff Wove

Size	40 (M)	48 (M)	Size	40 (M)	48 (M)
17 x 22	40	48	22 x 34	80	96

Cold Pressed Finish - White Only

Size	32 (M)	40 (M)	48 (M)
17 x 22	32	40	48
22 x 34	64	80	96

Linen Finish - White and Azure

Folio ..... 17 x 22 - 40 Lbs. (M)

Also made in Ledger and Loose Leaf Ledger sizes and weights.

ROLLAND PARCHMENT

White Wove

Size	40 (M)	48 (M)	64 (M)
21 x 33	—	—	119
17 x 22	40	48	—
22 x 34	80	96	—
16½ x 21	—	—	60

Deckle Edged - White Wove

11 x 34 ... ... 48 lbs. (M)

ROLLAND ANTIQUE VELLUM

White Wove

Size	40 (M)	48 (M)	Size	40 (M)	48 (M)
17 x 22	40	48	22 x 34	80	96

ROLLAND ANTIQUE LINEN

White - Narrow Laid

Size	40 (M)	48 (M)	Size	40 (M)	48 (M)
17 x 22	40	48	22 x 34	80	96

White - Broad Laid

Size	40 (M)	48 (M)	Size	40 (M)	48 (M)
17 x 22	40	48	22 x 34	80	96

Azure - Broad Laid

Size	40 (M)	48 (M)	Size	40 (M)	48 (M)
17 x 22	40	48	22 x 34	80	96

EARNSCLIFFE LINEN BOND

White Wove

Size	26 (M)	32 (M)	40 (M)	48 (M)
17 x 28	33	41	51	61
17 x 22	26	32	40	48
22 x 34	—	64	80	96
19 x 24	—	39	49	59

Azure Wove

17 x 28	—	41	51	61
17 x 22	—	32	40	48
22 x 34	—	64	80	96
19 x 24	—	—	49	59

Colours—Pink, Blue, Green, Buff, Golden Rod, Tuscan Red, Russet

Size	32 (M)	40 (M)	Size	32 (M)	40 (M)
17 x 28	41	51	19 x 24	39	49
17 x 22	32	40	22 x 34	64	80

Cold Pressed Finish—White only

17 x 22	—	40	22 x 34	—	80

Linen Finish - White and Azure

Folio ..... 17 x 22 – 40 Lbs. (M)

Also made in Ledger and Loose Leaf Ledger sizes and weights.

COLONIAL BOND

White

Size	32 (M)	40 (M)	48 (M)
17 x 28	41	51	61
28 x 34	82	102	—
17 x 22	32	40	48
22 x 34	64	80	96
19 x 24	39	49	59

Azure

17 x 28 .... — .... — 61

Colours - Blue, Pink, Buff, Golden Rod

Size	32 (M)	40 (M)	Size	32 (M)	40(M)
17 x 28	41	51	22 x 34	64	80
17 x 22	32	40	19 x 24	39	49

Linen Finish - White and Blue

Folio ..... 17 x 22 – 40 Lbs. (M)

Also made in Ledger sizes and weights.

SERVICE BOND

White

Size	26 (M)	32 (M)	40 (M)	48 (M)
17 x 28	33	41	51	61
17 x 22	26	32	40	48
28 x 34	—	82	102	—
22 x 34	52	64	80	96
19 x 24	—	39	49	59

Colours—Blue, Pink, Buff, Golden Rod, Green, Canary

Size	32 (M)	40 (M)	Size	32 (M)	40 (M)
17 x 28	41	51	22 x 34	64	80
17 x 22	32	40	19 x 24	39	49

Ripple Finish - White and Colours

22 x 34 ... ... 80 lbs. (M)

Service Laid - White Only

Size	40 (M)	48 (M)
22 x 34	80	96

Also made in Ledger sizes and weights.

Swatches Showing the Range of Colours of the Papers Appearing in this Book

SUPERFINE LINEN RECORD

Samples of substance 40(M) only. See list of stock sizes and weights.

WHITE WOVE	40(M)
WHITE LINEN FINISH	40(M)
WHITE COLD PRESSED	40(M)
AZURE WOVE	40(M)
AZURE LINEN FINISH	40(M)
BUFF WOVE	40(M)

Rolland Parchment

WHITE WOVE	40(M)
WHITE WOVE	48(M)
WHITE WOVE	64(M)
WHITE WOVE DECKLE EDGE	48(M)

ROLLAND ANTIQUE LINEN

ROLLAND ANTIQUE VELLUM

ANT. LINEN NARROW LAID	40(M)
ANT. LINEN NARROW LAID	48(M)
ANT. LINEN BROAD LAID	40(M)
ANT. LINEN BROAD LAID	48(M)
ANT. LINEN BROAD LAID AZURE	40(M)
ANT. LINEN BROAD LAID AZURE	48(M)
ANT. VELLUM WOVE	40(M)
ANT. VELLUM WOVE	48(M)

Earnscliffe Linen Bond

Samples of substance 40(M) only. See list of stock sizes and weights.

WHITE WOVE	40(M)
WHITE LINEN FINISH	40(M)
WHITE COLD PRESSED	40(M)
AZURE WOVE	40(M)
AZURE LINEN FINISH	40(M)
BUFF WOVE	40(M)
BLUE WOVE	40(M)
PINK WOVE	40(M)
GREEN WOVE	40(M)
GOLDEN ROD WOVE	40(M)
RUSSET WOVE	40(M)
TUSCAN RED WOVE	40(M)

SERVICE BOND

MADE IN CANADA

SERVICE LAID

MADE IN CANADA

Samples of substance 40(M) only. See list of stock sizes and weights.

WHITE WOVE	40(M)
WHITE LAID	40(M)
WHITE RIPPLE FINISH	40(M)
BUFF WOVE	40(M)
BUFF RIPPLE FINISH	40(M)
BLUE WOVE	40(M)
BLUE RIPPLE FINISH	40(M)
PINK WOVE	40(M)
PINK RIPPLE FINISH	40(M)
CANARY WOVE	40(M)
CANARY RIPPLE FINISH	40(M)
GREEN WOVE	40(M)
GREEN RIPPLE FINISH	40(M)
GOLDEN ROD WOVE	40(M)
GOLDEN ROD RIPPLE FINISH	40(M)

Colonial Bond

Samples of substance 40(M) only. See list of stock sizes and weights.

WHITE WOVE	40(M)
WHITE LINEN FINISH	40(M)
BUFF WOVE	40(M)
BLUE WOVE	40(M)
BLUE LINEN FINISH	40(M)
PINK WOVE	40(M)
GOLDEN ROD WOVE	40(M)

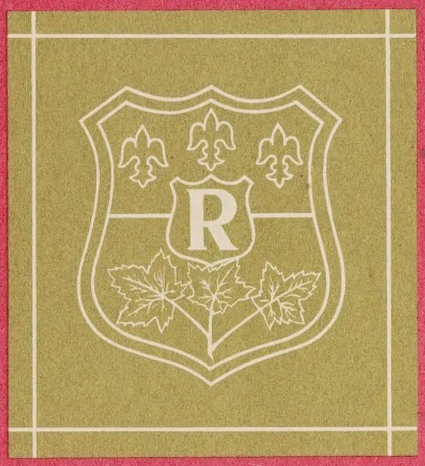
A complete list of sizes, weights and finishes are shown on opposite page

THIS EIGHT-PAGE SECTION OF TEXT IS PRINTED ON ROLLAND LAURENTIC JAPAN – 25x38 – 180M.

THE "R" SHIELD WATERMARK WHICH
APPEARS IN ROLLAND PAPERS IS A
GUARANTEE OF THE HIGHEST
QUALITY PRODUCT IN
ITS PRICE RANGE

▼

R



740R
Rolland Paper Co.
AUTHOR
Distinctive letterheads
TITLE
on distinguished papers.
DATE DUE
BORROWER'S NAME
MAY 21 ANDY EMMINK.
740R.